



NORSE THEME PARKS

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A virtual 'handshake' for Greenland and the future tourists

In November 2020, Norse Theme Parks (NTP), an entrepreneurial company specializing in captivating, Viking-inspired experiences, will hold an exhibition in Greenland's capital, Nuuk in collaboration with immersive content studio Trida Media.

The exhibition, entitled 'The Lost Norsemen', follows in the footsteps of the ancient Norse settlers, also known as the Greenlandic Vikings. By the 19th century, contact with the settlers in Greenland had ceased; in Europe, no one had heard from them for hundreds of years.

Next year marks the 3rd centenary of the trip made by Danish missionary Hans Egede to Greenland, who was sent by King Frederik IV to find the missing Norsemen. He failed to track them down, but he did make contact with the Greenlanders, introducing them to Christianity. This could be viewed as a first step to making Greenland part of the Danish Realm.

NTP's 'Greenland on the Rocks' campaign

Peter Franklin, founder of NTP, explains that the sole purpose of the Greenland On the Rocks exhibition is to show support for the island's hard-hit tourism industry. "We are an entrepreneurial start-up company with very little money, but plenty of energy." Peter Franklin explains.

"I've been a huge fan of Greenland all my life and it pains me to see that - like so many countries whose livelihoods revolve around tourism - this country is being paralyzed by COVID-19. Right now, thousands of people all over the globe have virtually nowhere to go," he continues. "But they can hop into our virtual world."

A 360-degree audio-visual safari

The primary attraction in The Lost Norsemen exhibition is a 360-degree audio-visual safari with VR glasses, which will take visitors to far-off locations - both physically and virtually. They will be 'teleported' to nine stunning sites in Nuuk and Southern Greenland - a region that boasts some of the best-preserved UNESCO cultural heritage sites in the world. Near fjords, in valleys, and along coastlines, eTourists will be able to see abandoned churches, ancient burial grounds, busy farms and sleepy fishing villages -

Air Greenland og Royal Arctic Line har støttet udstillingen; De Forsvundne Nordboere, åbning Nuuk, Katuaq, Nov. 2020



all through the eyes of the locals.

“Everywhere you look, people are waiting to re-explore the world - whether it’s locally or abroad. And the Greenlanders are waiting impatiently too,” Franklin says. He firmly believes that this Northern Light blessed, ice capped island deserves to be in the top ten of any adventurer’s bucket-list of places to see.

Peter Franklin is well aware that international tourists will not be among the first wave of visitors to The Lost Norsemen Exhibition. But there will be plenty to see and do for the residents of the island - from the nine 360-degree sightseeing experiences, to a VR Viking game, Photo Travel Log, and fun family activities.

Local and international ambassadors

“By offering Greenlanders the freedom to go on safari at home, NTP hopes to turn them into local ambassadors for the world’s biggest island, sharing worthwhile sightseeing experiences within their own personal networks,” Peter Franklin continues “They might be able to tell others about places or ruins that are worth visiting. There are many unregistered finds dating back to both the Norsemen and the Inuit peoples.”

“During our trip we felt as though we were in a time bubble. We passed a kind of beacon where stones were stacked on top of each other, which the Norse settlers had built hundreds of years ago to mark the route home - a completely untouched place high on a hill. Everyone should be able to experience magic, remote locations like this. Southern Greenland is so green and fertile, it’s easy to see why the island is called Greenland.”

“We hope this virtual exhibition will motivate locals and inhabitants of the Danish Realm to become international ambassadors for Greenland - and we also hope to engage Greenland-lovers all over the world. Together we can make a difference by supporting all the local operators, enterprises and enthusiasts who are striving to keep this island visible on the adventurers' world map.”